

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for video frame-specific tagging of media streams with tag translation at a receiver, comprising:
  - receiving a media stream at ~~said~~ a receiver;
  - storing said media stream on [[a]] one or more storage devices [[on]] at said receiver;
  - detecting video frame-specific tags inserted into said media stream, each of the video frame-specific tags specific to a particular video frame of the media stream;
  - processing said tags;
  - performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and
  - displaying program material in said stored media stream from said one or more storage devicess to a viewer.
2. (Previously Presented) The method of claim 1, wherein tags indicate start and end points of a program segment within a media stream.
3. (Previously Presented) The method of claim 2, wherein said displaying step skips over said program segment in response to receiving viewer input.
4. (Original) The method of claim 2, wherein said displaying step automatically skips said program segment.
5. (Original) The method of claim 1, wherein said processing step displays a menu to the viewer based on information included in a tag.
6. (Currently Amended) The method of claim 1, wherein said processing step records a current program in said media stream on said one or more storage devices based on information included in a tag.

7. (Previously Presented) The method of claim 1, said processing step further comprising:
  - displaying multiple icons to a viewer;
  - accepting viewer input information;
  - scrolling through said multiple icons based on the viewer input information;
  - selecting a particular icon based on the viewer input information; and
  - performing an action associated with the selected icon.
8. (Previously Presented) The method of claim 1, further comprising:
  - wherein said processing step displays an icon to a viewer based on information included in a tag;
  - accepting viewer input information;
  - in response to accepting viewer input information, performing one or more actions based on the tag information;
  - saving an exit point in the program material prior to performing the one or more actions;
  - and
  - returning to said exit point upon completion of the one or more actions.
9. (Previously Presented) The method of claim 8, wherein performing the one or more actions further comprises:
  - presenting a plurality of menus to the viewer for generating a lead; and
  - forwarding contact information of the viewer to a third party upon viewer approval.
10. (Previously Presented) The method of claim 8, wherein performing the one or more actions further comprises:
  - presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and
  - forwarding purchase information of the viewer to a proper merchant.
11. (Previously Presented) The method of claim 8, wherein performing the one or more actions further comprises:
  - presenting a set of program recording options to the viewer; and

scheduling program material based on recording options selected.

12. (Previously Presented) The method of claim 8, wherein performing the one or more actions further comprises:

presenting content of a Web site's Web page to the viewer based on the viewer input information; and

interacting with said Web site based on the viewer input information.

13. (Original) The method of claim 1, wherein said tags allow a system administrator to remotely configure said receiver.

14. (Previously Presented) The method of claim 1, further comprising:  
marking indexes in said media stream based on tag information; and  
jumping to an index selected by the viewer.

15-27. (Cancelled)

28. (Currently Amended) An apparatus for video frame specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising:

[[a]] one ore more storage devices [[on]] at said a receiver;  
a module that receives said media stream at said receiver;  
a module that stores said media stream on said one or more storage devices;  
a module that detects video frame-specific tags inserted into said media stream, each of the video frame-specific tags specific to a particular video frame of the media stream;  
a module that processes said tags;  
a module that performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and  
a module that displays program material in said stored media stream from said one or more storage devices to a viewer.

29. (Previously Presented) The apparatus of claim 28, wherein tags indicate start and end points of a program segment within a media stream.

30. (Previously Presented) The apparatus of claim 29, wherein said module that displays program material skips over said program segment in response to receiving viewer input.

31. (Previously Presented) The apparatus of claim 29, wherein said module that displays program material automatically skips said program segment.

32. (Previously Presented) The apparatus of claim 28, wherein said module that processes said tags displays a menu to a viewer based on information included in a tag.

33. (Currently Amended) The apparatus of claim 28, wherein said module that processes said tags records a current program in said media stream on said one or more storage devices based on information included in a tag.

34. (Previously Presented) The apparatus of claim 28, said module that processes said tags further comprising:

- a module that displays multiple icons to a viewer;
- a module that accepts viewer input information;
- a module that scrolls through said multiple icons based on the viewer input information;
- a module that selects a particular icon based on the viewer input information; and
- a module that performs an action associated with the selected icon.

35. (Previously Presented) The apparatus of claim 28, further comprising:  
wherein said module that processes said tags displays an icon to a viewer based on information included in a tag;  
a module that accepts viewer input information;  
a module that performs one or more actions based on the tag information in response to accepting the viewer input information;

wherein said module that displays program material saves an exit point in the program material prior to performance of the one or more actions; and

wherein said module that displays program material returns to said exit point upon completion of the one or more actions.

36. (Previously Presented) The apparatus of claim 35, further comprising:  
a module that presents a plurality of menus to the viewer for generating a lead; and  
a module that forwards contact information of the viewer to a third party upon viewer approval.

37. (Previously Presented) The apparatus of claim 35, further comprising:  
a module that presents a plurality of menus to the viewer for generating a sale of an advertised product or service; and  
a module that forwards purchase information of the viewer to a proper merchant.

38. (Previously Presented) The apparatus of claim 35, further comprising:  
a module that presents a set of program recording options to the viewer; and  
a module that schedules program material based on recording options selected.

39. (Previously Presented) The apparatus of claim 35, further comprising:  
a module that presents content of a Web site's Web page to the viewer based on the viewer input information; and  
a module that interacts with said Web site based on the viewer input information.

40. (Original) The apparatus of claim 28, wherein said tags allow a system administrator to remotely configure said receiver.

41. (Previously Presented) The apparatus of claim 28, further comprising:  
a module that marks indexes in said media stream based on tag information; and  
a module that jumps to an index selected by a viewer.

42-54 (Cancelled)

55. (Currently Amended) A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for video frame-specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising:

receiving said media stream at said a receiver;

storing said media stream on [[a]] one or more storage devices [[on]] at said receiver;

detecting video frame-specific tags inserted into said media stream, each of the video frame-specific tags specific to a particular video frame of the media stream;

processing said tags;

performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and

displaying program material in said stored media stream from said one or more storage devicess to a viewer.

56. (Previously Presented) The program storage medium of claim 55, wherein tags indicate start and end points of a program segment within a media stream.

57. (Previously Presented) The program storage medium of claim 56, wherein said displaying step skips over said program segment in response to receiving viewer input.

58. (Previously Presented) The program storage medium of claim 56, wherein said displaying step automatically skips said program segment.

59. (Previously Presented) The program storage medium of claim 55, wherein said processing step displays a menu to a viewer based on information included in a tag.

60. (Currently Amended) The program storage medium of claim 55, wherein said processing step records a current program in said media stream on said one or more storage devices based on information included in a tag.

61. (Previously Presented) The program storage medium of claim 55, said processing step further comprising:

- displaying multiple icons to a viewer;
- accepting viewer input information;
- scrolling through said multiple icons based on the viewer input information;
- selecting a particular icon based on the viewer input information; and
- performing an action associated with the selected icon.

62. (Previously Presented) The program storage medium of claim 55, further comprising: wherein said processing step displays an icon to a viewer based on information included in a tag;

- accepting viewer input information;
- in response to accepting the viewer input information, performing one or more actions based on the tag information;
- saving an exit point in the program material prior to performing the one or more actions; and
- returning to said exit point upon completion of the one or more actions.

63. (Previously Presented) The program storage medium of claim 62, wherein performing the one or more actions further comprises:

- presenting a plurality of menus to the viewer for generating a lead; and
- forwarding contact information of the viewer to a third party upon viewer approval.

64. (Previously Presented) The program storage medium of claim 62, wherein performing the one or more actions further comprises:

- presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and
- forwarding purchase information of the viewer to a proper merchant.

65. (Previously Presented) The program storage medium of claim 62, wherein performing the one or more actions further comprises:

presenting a set of program recording options to the viewer; and  
scheduling program material based on recording options selected.

66. (Previously Presented) The program storage medium of claim 62, wherein performing the one or more actions further comprises:

presenting content of a Web site's Web page to the viewer based on the viewer input information; and

interacting with said Web site based on the viewer input information.

67. (Previously Presented) The program storage medium of claim 55, wherein said tags allow a system administrator to remotely configure said receiver.

68. (Previously Presented) The program storage medium of claim 55, further comprising:  
marking indexes in said media stream based on tag information; and  
jumping to an index selected by a viewer.

69-81. (Cancelled)